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Press Release

Move to Shanghai sets new standards

- Approx. 9 percent more exhibitors
- Over 8 percent more space booked by foreign exhibitors
- Again increase of visitor quality

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The move to Shanghai has propelled CHINA BREW CHINA BEVERAGE to a new level. The most important sector event for the beverage and liquid food industry in the Asian region took place between October 11 and 14, 2016. For the first time it was held in the Shanghai New International Exhibition Centre (SNIEC). Over 53,183 participants came to find out about the latest technologies and solutions for the Asian market from more than 800 exhibitors on 81,000 square meters of exhibition space. CBB 2016 posted a new record in terms of the number of exhibitors from abroad and the amount of space they booked. A total of 265 companies from outside China—among them KHS, Krones, Pentair und Sidel—showcased their offerings to CBB visitors on around 23,000 square meters of space.

Richard Clemens, Managing Director of the German Food Processing and Packaging Machinery Manufacturers Association (*Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen*) affiliated in the VDMA (Germany's engineering federation), feels the success of the event proves that the move was the right decision: "The move from Beijing to Shanghai was a milestone for CHINA BREW CHINA BEVERAGE. CBB is now in the right place for the Asian market and, now that it has the right venue in Shanghai, it has been able to further improve on an already high level."

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Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, was also satisfied with this year's fair: "The good results of CBB demonstrate that we did the right thing for this show in moving to Shanghai. The location of Shanghai enables us a better integration with the beverages industry in the southeast Asian region. And this also increased in the quality of the visitors! This success will certainly also have a positive effect on drinktec. For 2017 we expect even more Chinese exhibitors and visitors to attend the world's leading trade fair for the beverage and liquid food industry, held in Munich."

Further rise in the quality of participants

In the international section, over 265 exhibitors from outside China showcased their latest solutions and technologies for the beverage and liquid food industry on around 23,000 square meters of exhibition space. These figures firmly underpin CBB's reputation as the leading technology platform in the Asian region. Alongside classical solutions for the needs of the beer industry, there was more technology and more solutions on show for the production of soft drinks, fruit juices and water. "CBB is without doubt the leading trade fair for the entire beverages industry in Asia," said Markus Kosak, Exhibition Director of CBB. "Measuring and analysis equipment was increasingly exhibited, because quality control and quality standards are also key themes for the Asian market," Kosak continued. CBB is the only trade fair in Asia that covers the entire process chain for all areas of the beverage and liquid food industry, and presents new-generation machinery. 53,183 participants were able to see all of this for themselves.

The exhibitors praised in particular professional level of the visitors at their stands. Volker Kronseder, Board Chairman of Kronen AG, confirmed: "The move to the modern expo center in Shanghai has done CBB good. It was extremely busy in the halls. The quality of the visitors coming to our booth was higher and better than in recent years. This shows that the show has developed further." Professor Dr. Ing. Matthias Niemeyer, Managing Director of KHS, was also very positive about the show: "We are very happy with the switch to

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Shanghai. The site is better equipped, more modern and as a result it makes for a more professional presentation. CBB is developing very well. In particular we were delighted with the quality of the trade visitors at both our booths this year.”

In line with expectations, the majority of the 53,183 visitors (2014: 52,063) came from China. The number of the international has grown further in 2016. The number of visitors and especially their qualifications underline the importance of CBB as the leading trade fair for the beverage and liquid food industry in Asia.

Accompanying the trade fair, the participants in CBB 2016 were able to take part on all three days in the “German Beer Experience” forum, where they could discuss beer, the art of brewing and the Purity Law. The main themes here included “Beer variations and product trends” and “The development of the brewing industry in Germany, as compared to Belgium”. Of course, following the lectures the visitors also had a chance to try out the different beers.

The organizer of CBB is the China National United Equipment Group Co., Ltd. (Heli). Messe München, the organizer of drinktec, the leading world fair, and its Chinese subsidiary Messe München Shanghai have been co-organizers of CBB since 2011; they are responsible for the international exhibitors.

The next CHINA BREW CHINA BEVERAGE takes place from October 23 to 26, 2018 at the Shanghai New International Exhibition Centre (SNIEC).

Further information on CHINA BREW CHINA BEVERAGE:

<http://www.chinabrew-beverage.com/english/>

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About CHINA BREW CHINA BEVERAGE

CHINA BREW CHINA BEVERAGE (CBB), the "International Brew & Beverage Processing Technology and Equipment Exhibition for China", has taken place every two years in Beijing. It is the most important event for the sector in China and across Asia. The organizer of CHINA BREW CHINA BEVERAGE is the Beijing Zhongqing Heli Machinery Equipment Co. Since August 2011 Messe München International has been a co-organizer of CBB. In this role it, together with its subsidiary MMI Shanghai, is the contact and contracting partner for all the international, non-Chinese exhibitors at CBB. The last CBB in 2016 attracted more than 800 exhibitors. In total 53,183 participants attended this four-day event. The next CBB takes place from October 23 to 26, 2018 at the Shanghai New International Exhibition Centre in Shanghai.